

# GETTING STARTED WITH FACEBOOK

## HOW DO I CREATE A PAGE?

- ▶ **Sign into your account.** This can be your personal account or you can create another account specifically for your school.
- ▶ Go to [facebook.com/pages](https://facebook.com/pages).
- ▶ Click  at the top of the screen.
- ▶ Choose **“Company, Organization or Institution.”**
- ▶ Choose **“Education”** as the category.
- ▶ Type in your school’s name.

### Company, Organization or Institution

Join your supporters on Facebook.

Education

Company Name

I agree to Facebook Pages Terms

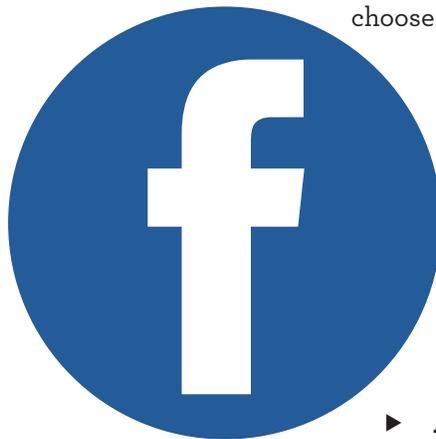
**Get Started**

- ▶ **Agree** to Facebook Pages Terms.
- ▶ Click **“Get Started.”**

## HOW DO I CONFIGURE MY PAGE?

- ▶ **Add a description for your page.** This is where you may want to add neat facts about your school, your school’s history or a statement from your school’s principal.
- ▶ **Add your school’s website.**
- ▶ Is this a REAL organization? **Select yes.**
- ▶ Is this the authorized and official representation of the school? **Select yes.**
- ▶ Click **“Save Info.”**

- ▶ **Upload a profile picture.** It’s best to upload this image from your computer as this image needs to be sized to 180 x 180 pixels, but it will be compressed to 160 x 160 pixels, so there may be some distortion. Click **“Next”** when your image appears and you’re happy with it.
- ▶ **Add To Favorites.** This is up to you. If you want it in your favorites list, which appears on the left-hand side of your home screen, click **“Add to Favorites.”** If you don’t want it there, click **“Skip.”**
- ▶ **Reach More People.** This costs money and requires a credit card. Click **“Skip”** to continue.
- ▶ A prompt to like the page will appear. You can choose to like it or skip it.



- ▶ Update your page’s information by clicking **“Update Page Info.”** This is where you can add the school’s address, phone number, website, and more. This is also where you can give your page an easy-to-remember Facebook address (example: [facebook.com/yateshigh-schoolhoustonisd](https://facebook.com/yateshigh-schoolhoustonisd))
- ▶ **Add a cover photo.** These images need to be 851 x 315 pixels. Be sure to take the space your profile photo bleeds into your cover photo into account when choosing a cover photo.
- ▶ **Set administrator roles.** If anyone other than you will be posting on the page, make them a “manager.” Instructions for how to do this are on the other side of this handout.
- ▶ **Set your settings.** If you don’t want other people to be able to post to your wall, in the Admin Panel, go to **“Edit Page”** and choose **“Edit Settings”** in the drop-down menu. Click **“Edit”** next to **“Posting Ability”** – make sure the boxes by the audiences you do not want are not checked.
- ▶ **Start posting** and ask people to **“like”** your page.

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## HOW DO I CREATE A GALLERY?

- ▶ Where you would add a status, click on photo/video.
- ▶ Choose **“Create Photo Album.”**
- ▶ Select the images you’d like to add (these must be saved on your computer). Select open (or the equivalent on the computer you are using.)
- ▶ A box will appear. This is where you should name your album and add a little description about it.
- ▶ Add descriptions/captions for your photos.

## HOW DO I SCHEDULE A POST?

You can schedule posts to go online when you’ll be away. Be sure to remember what you’ve scheduled for when. If there is some sort of national, world or school-related tragedy, you will likely want to cancel a scheduled post to prevent appearing insensitive to the event. When you click on the field to post, a little clock appears in the lower left-hand corner. **Click on the clock.**

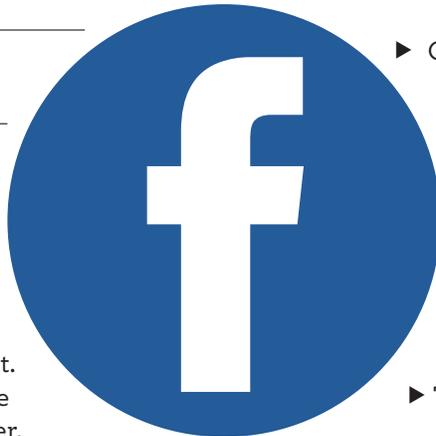


- ▶ Choose the year, month, day, hour and minute you want your post to appear on your page.
- ▶ Create your post as you normally would.
- ▶ Click **“Schedule.”**

- ▶ All of your scheduled posts are kept in the **“Use Activity Log,”** which you can access from **“Edit Page”** in the Admin Panel.
- ▶ If you need to cancel a scheduled post, go to the **“Use Activity Log”** and click the down arrow that appears in the upper right-hand corner of your post (hover over post for this to appear). Click on the arrow and choose **“Delete Post.”** Confirm the pop-up.

## HOW DO I MAKE SOMEONE A MANAGER?

- ▶ At the top of the Admin Panel, click **“Edit Page.”** A dropdown menu will appear.



- ▶ Choose **“Manage Admin Roles.”**



- ▶ There are two ways to add a manager.

- ▶ **One way:** There should be a section to the right of your admin information. Here you can type in a name of a person you would like to be an administrator. To use this option, you need to be a **“friend”** of this person on Facebook.
- ▶ **The other way:** To use this option, the person you want to add must already **“like”** the page. In the admin panels, there’s a section where it says **“Get More Likes.”** Next to that title, there’s a link to **“See Likes.”** Click on **“See Likes”** and a list of everyone who likes the page will appear. Scroll through the list until you find the person you want to add and then click the **“Make Admin”** button next to their name.

If someone who is granted manager access leaves the school, be certain to remove their access!